Pascal Finette - Exponential Technologies

Key Learning Objectives

Moore's Law

The computing power of computers doubles every 18 to 24 months. This means that all digitized technologies follow exponential development.

Law of Accelerating Returns

Not only technological development is developing exponentially, but also the rate of change itself.

Linear vs. Exponential

Our thinking is linear. We, therefore, cannot intuitively grasp exponential curves.

Development of Exponential Technologies

If we digitize something, it moves on an exponential curve.
At first, technology is only improving slowly, which causes disappointment.
Disruption follows: The technology becomes so good that it conquers the corresponding market.
With each further development, technology is more and more based on software instead of hardware. It is becoming increasingly more affordable and with that more available for a growing number of people.

From Scarcity to Abundance

The cost of making a copy, storing and shipping a digital product is close to zero. As a result, business models are changing: we are paying more and more for the access to products rather than for their ownership.

Conclusion for Companies

The speed of change in the business world is also increasing. Companies must, therefore, change themselves and adapt their corporate culture, organization, management and development processes.